

Message Text

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PAGE 01 MUSCAT 00484 250610Z

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ACTION NEA-10

INFO OCT-01 ISO-00 PA-01 PRS-01 CIAE-00 INR-07 NSAE-00

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R 250540Z APR 76

FM AMEMBASSY MUSCAT

TO SECSTATE WASHDC 2051

USIA

INFO AMEMBASSY ABU DHABI

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USIA FOR INA; ABU DHABI FOR PAO

E.O. 11652: N/A

TAGS: SOPN MU

SUBJECT: OMAN MINISTRY OF INFORMATION OBTAINS AMERICAN PUBLIC
RELATIONS ADVISOR

1. OMAN GOVERNMENT HAS LONG BEEN UNHAPPY WITH TREATMENT THAT OMAN RECEIVES IN WESTERN PRESS. OMAN HAS BEEN GENERALLY IGNORED, AND WHATEVER NEWS ARISES IS USUALLY FOCUSED ON SULTAN'S LAVISH SPENDING, WAR IN DHOFAR, OR A PARTICULARLY JUICY SCANDAL. (TYPICAL EXAMPLE OF UNSATISFACTORY PRESS COMMENT WAS EDITORIAL IN WASHINGTON EVENING STAR COMMENTING ON SULTAN'S ANNOUNCEMENT OF END TO WAR IN DHOFAR.) UNDERSECRETARY ABDUL AZIZ ROWAS IN MININFO AND BRITISH ADVISOR ANTHONY ASHWORTH RECENTLY VISITED U.S. TO OBTAIN SERVICES OF GOOD PUBLIC RELATIONS MAN WHO COULD PROMOTE BETTER IMAGE OF OMAN. EMBASSY ASSISTED VISIT AND LINED UP SOME CONTACTS FOR ROWAS IN U.S.

2. ROWAS WAS ABLE TO MEET BROAD SPECTRUM OF IMPORTANT AMERICAN OPINIONMAKERS. IN NEW YORK HE SPENT CONSIDERABLE TIME AT OFFICES OXENESSWEEK, TIME, NEW YORK TIMES, FORTUNE, AND WALL STREET JOURNAL. IN WASHINGTON ROWAS MET WITH NUMBER OF USIA OFFICERS, ACADEMICIANS, AND OTHER OPINION-MAKERS. TRIP ESTAB-
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LISHED USEFUL DIALOGUE BETWEEN BRIGHT, ENERGETIC AND

INFLUENTIAL YOUNG OMANI OFFICIAL AND PROMINENT AMERICAN
MEDIA REPRESENTATIVES.

3. OMANGOV WAS SUCCESSFUL IN OBTAINING AMERICAN
PUBLIC RELATIONS

ADVISOR TO HANDLE OMANI PRESS RELATIONS.

TILLMAN DURDIN, FORMERLY FAR EAST CORRESPONDENT FOR NEW
YORK TIMES, HAS AGREED TO GIVE ADVICE TO MININFO AND
TO ARRANGE BETTER

MEDIA IMAGE OF OMAN BEHIND SCENES.

DURDIN IS COMING TO OMAN ON APRIL 25, TO SIGN TWO-YEAR
CONTRACT WITH OMANGOV.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: INFORMATION MEDIA, PUBLIC RELATIONS, PRESS COMMENTS
Control Number: n/a
Copy: SINGLE
Draft Date: 25 APR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: ElyME
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976MUSCAT00484
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760157-0252
From: MUSCAT
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760424/aaaaauit.tel
Line Count: 75
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION NEA
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ElyME
Review Comment: n/a
Review Content Flags:
Review Date: 15 OCT 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <17 JUN 2004 by CunninFX>; RELEASED <15 OCT 2004 by ElyME>; APPROVED <18 OCT 2004 by ElyME>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: OMAN MINISTRY OF INFORMATION OBTAINS AMERICAN PUBLIC RELATIONS ADVISOR
TAGS: SOPN, MU
To: STATE USIA
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006